

translating research

Transformational Education

civic engagement

FOOD
SAFETY

TRUSTED
RESOURCE

All 50 states
District of Columbia
U.S. territories

Local Access

part of Land-grant
University System

Rural

URBAN

national network

train the
trainer

seminars

ONLINE

— COOPERATIVE — EXTENSION

water conservation

ENVIRONMENT

ranching

HEALTHY
PEOPLE

HORTICULTURE

Disaster preparedness

ask-an-expert

WORKSHOPS

learning tools

FORESTRY

4-H youth development

webinars

Small Business

community economic vitality

FAMILY WELL-BEING

nutrition

farming

ENERGY

agriculture

Leadership
Development

—COOPERATIVE— EXTENSION

EXTENSION COMMITTEE ON ORGANIZATION & POLICY (ECOP)

ECOP Action for Cooperative Extension

Family & Consumer Sciences Leaders National Meeting
September 28-29, 2011
Albuquerque, NM

Jane Schuchardt, Executive Director
Linda Kay Benning, Associate Director

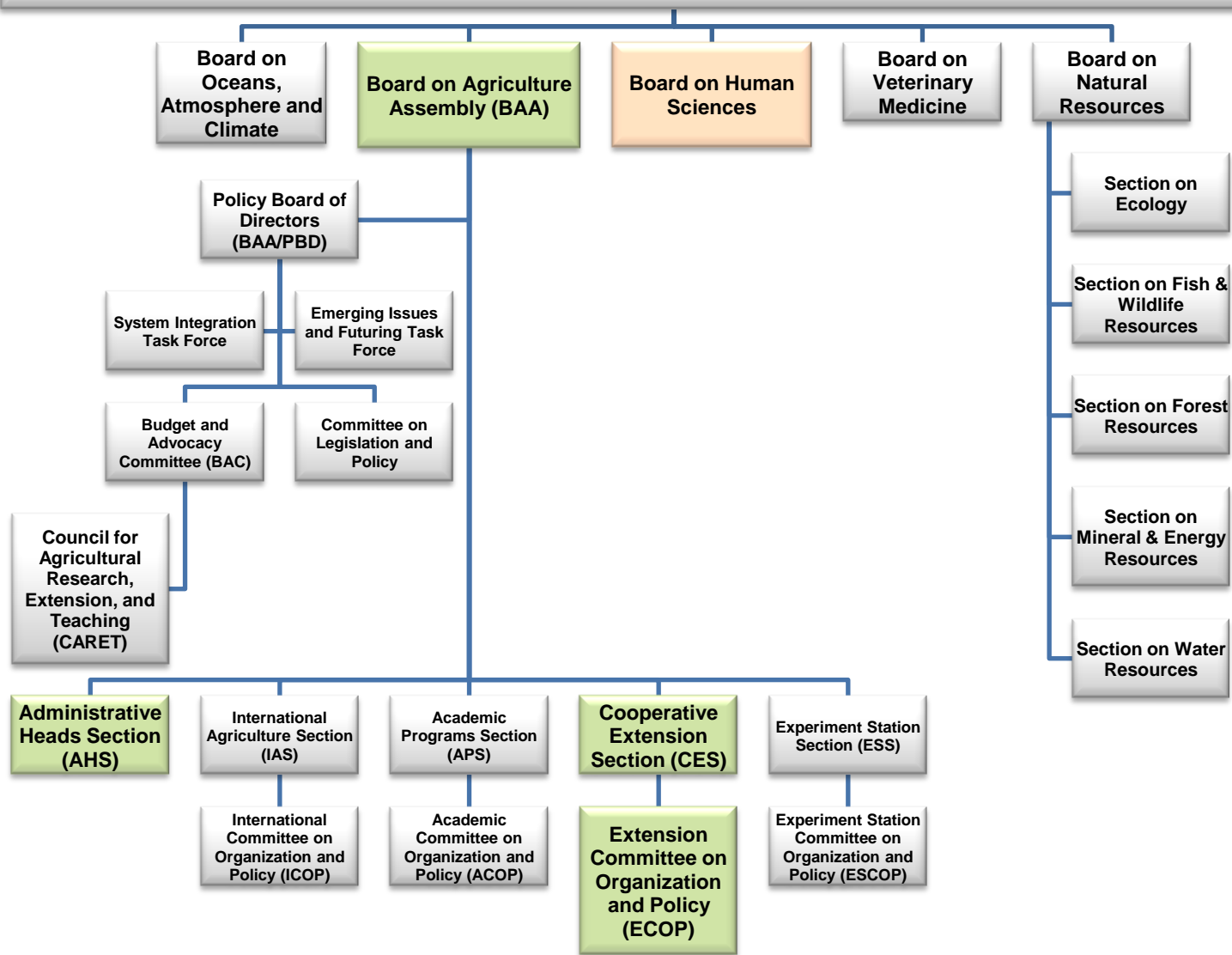
APLU Facts

- Oldest HE Assoc in US – back to 1887
- Presidential Association, one of six
- 217 members
- Enroll 3.5 million undergraduates
- Enroll 1.1 million graduate students
- 645,000 faculty employed

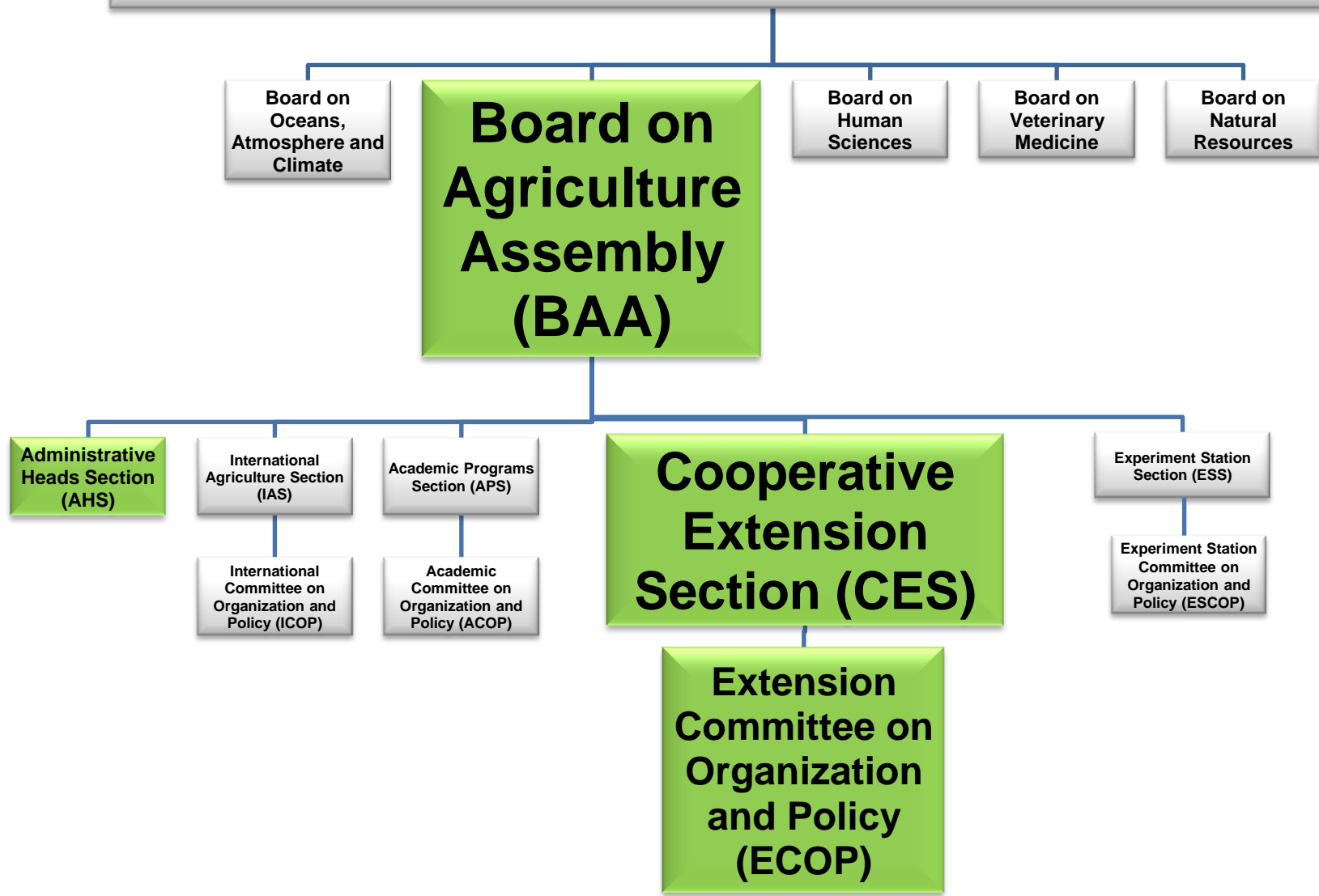
Where is Cooperative Extension?

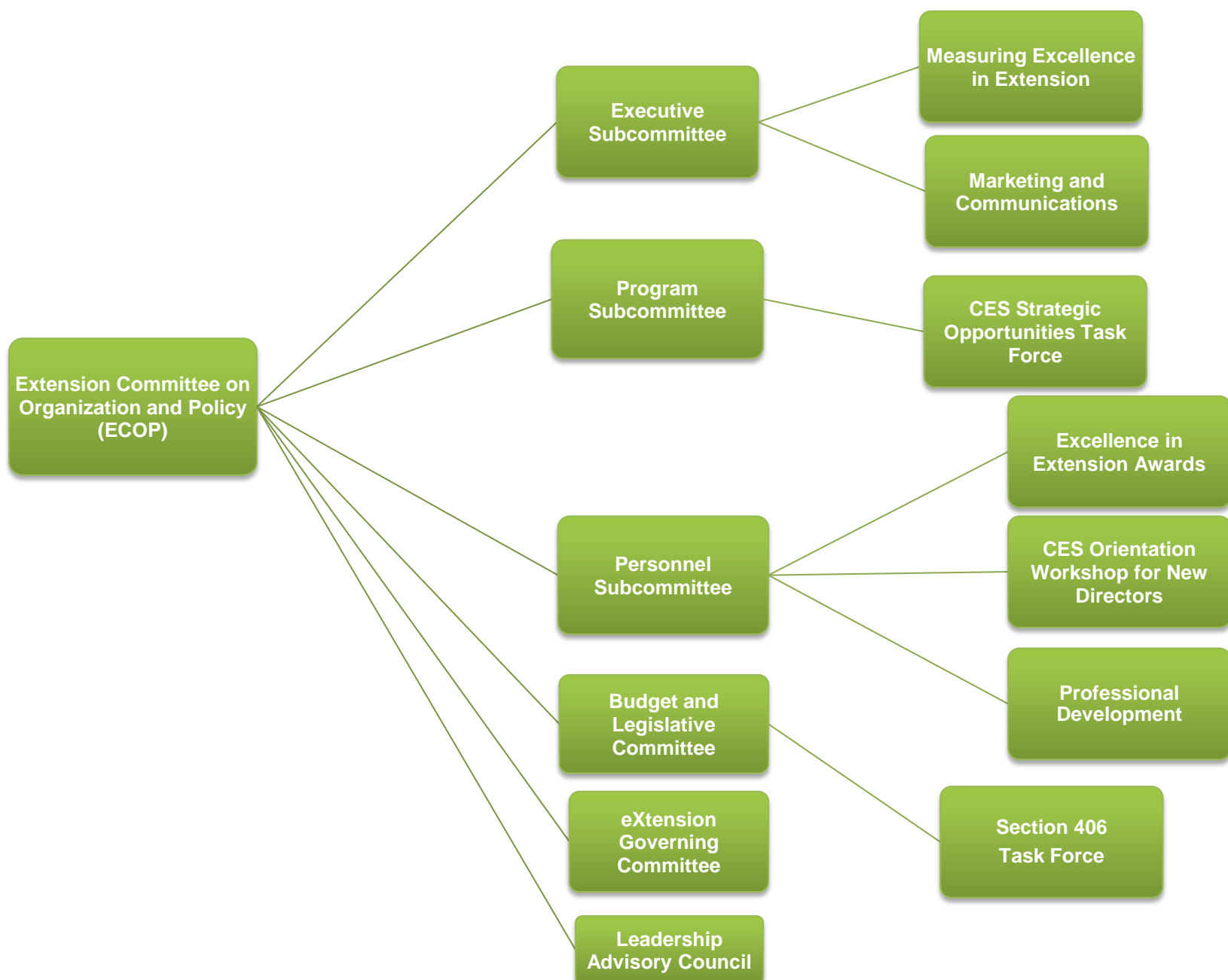
- Structure resembles University
- Five interdisciplinary Commissions
- 10 Councils

APLU Commission on Food, Environment, and Renewable Resources (CFERR)



APLU Commission on Food, Environment, and Renewable Resources (CFERR)





Executive Director and Administrator Team

1890s Region – L. Washington Lyons

Northeast Region – Linda Kay Benning

North Central Region – Robin Shepard

Southern Region – Ronald Brown

Western Region – Lyla Houghlum

Jane Schuchardt – Executive Director

Chrystal Checketts – Staff Associate

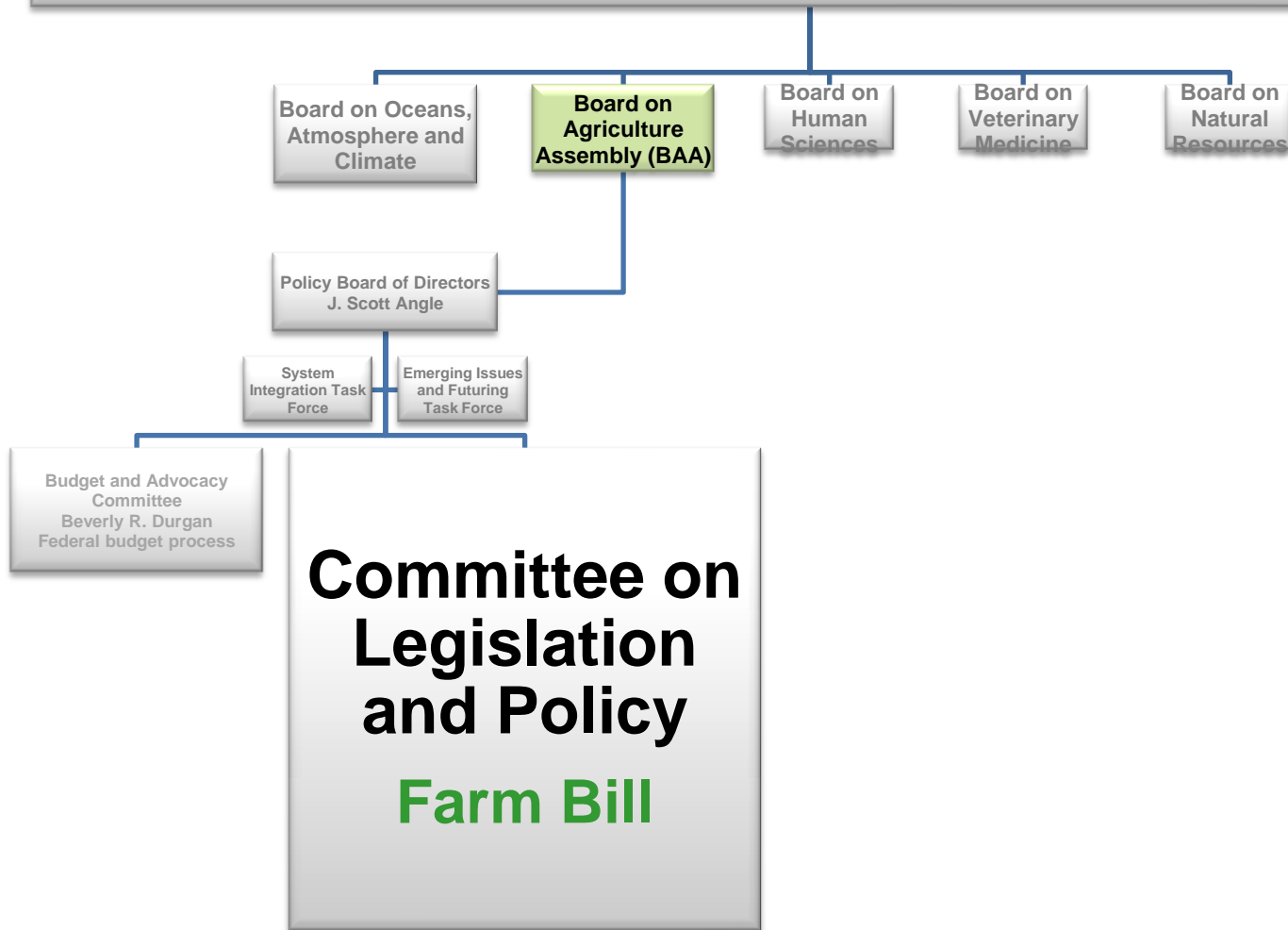
Liaisons

- **Board on Human Sciences** ~ Jorge Atilas
- **Council on Agricultural Research, Extension and Teaching** ~ Madeline Mellinger
- **Experiment Station Committee on Organization and Policy** ~ Marshall Martin
- **National 4-H Council** ~ Sharon Anderson

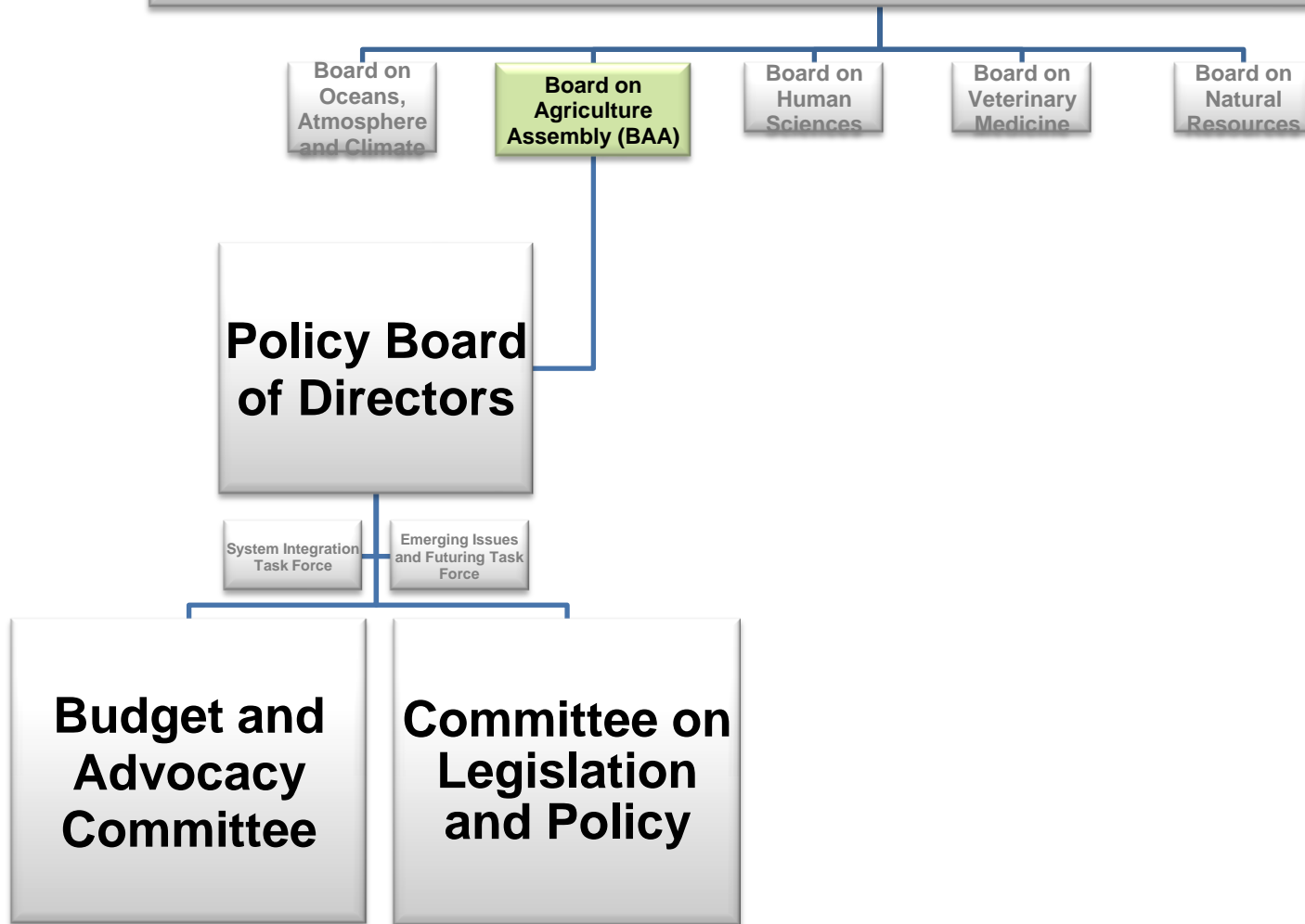
ECOP Goals

- ❖ Federal Fiscal Resources
- ❖ Priorities and Partnerships
- ❖ External and Internal Communication and Marketing, and Cooperative Extension Section Operations
- ❖ Member Development and Support

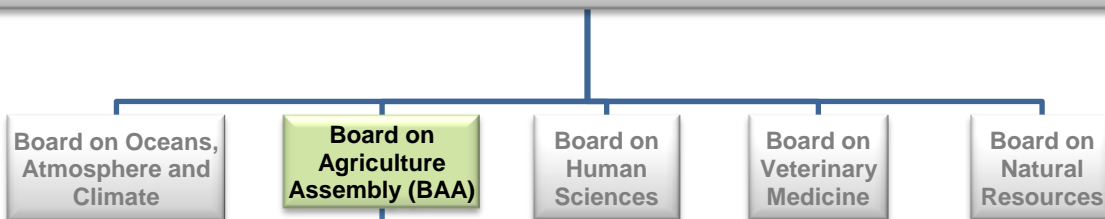
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Policy Board of Directors
J. Scott Angle

System
Integration Task
Force

Emerging Issues
and Futuring
Task Force

Committee on
Legislation and Policy
D.C. Coston

**Budget and
Advocacy
Committee**
**Federal budget
process**

Questions



Positioning

Cooperative Extension as USDA Transformational Educators



**Douglas O.
Lantagne**
Chair, ECOP

BACKGROUND

- Letter to Secretary Vilsack
 - Follow-up meeting with USDA-REE
 - Concept paper requested
 - Awaiting REE reply

Considering the Farm Bill Reauthorization



Cooperative Extension representatives
to the Board on Agriculture Assembly
Committee on Legislation and Policy

Considering the Farm Bill Reauthorization

The Overall Discussion

- BAA-PBD Process
- One-line Funding Proposal

Defining the 21st Century Professional

ECOP Personnel Subcommittee



Charles Hibberd
Chair, ECOP Personnel Subcommittee

Excellence in Extension Awards

- 33 applications
- Presentation at APLU Annual Meeting
- Promoting Award Winners

Defining the 21st Century Professional

Study

- Conduct an evidence-based study to identify important characteristics of evolving 21st Century Extension professionals to inform hiring, professional development, educational and support systems.
- Summarized on-line position descriptions.
- Hired Jordan Timberlake (Purdue Ag Econ Grad Student) to complete the study.

Updating Strategic Opportunities ECOP Program Subcommittee



Mary Jane Willis
Chair, ECOP Program Subcommittee

Updating Strategic Opportunities

Two-Step Process

- Step One – identify potential opportunity areas
- Step Two – rating items relative to their importance as opportunity areas

Updating Strategic Opportunities

Step One

- Currently underway - Instrument sent August 30th
- Directors, Administrators, and Leadership Advisory Council add or delete items
- Committee meets October 5th to consider additions/deletions

Updating Strategic Opportunities

Step Two

- Initiate process to engage selected APLU affiliates and other stakeholders in rating the opportunities.

Focusing on Marketing and Communications

ECOP Marketing and Communications Implementation Team



Douglas O. Steele

*ECOP Chair Elect and
Co-Chair, ECOP Marketing and
Communications Implementation Team*



Focusing on Marketing and Communications

Planning for Sustainability

- **Communicate to clients** the need for advocacy.
- **Monitor performance of Extension branding** over time.
- **Build a brand framework and creative platform** to strengthen Extension image of a trusted source of reliable information.



Focusing on Marketing and Communications

Benefits of a Strong Brand

- **Brands are often the only source of unique and sustainable competitive advantage.** Others can duplicate everything you sell or do or undercut your price, but they can't copy your brand and its relationships.
- **Brands lower the cost and risk** of entering new categories, new markets, and new channels.
- **Brands are a rallying force for employees,** aligning their efforts and attracting stronger job applicants.

~Debra Semans , Polaris Marketing Research



Focusing on Marketing and Communications

Goals for Extension brand:

- ✓ Increase awareness and familiarity with Extension among prospective clients.
- ✓ Turn current clients into advocates.
- ✓ Send clear messages to legislators about the value and impact of Extension.

Contact us



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